



**Option 4 Quarter 1
Quarterly Technical Progress Report
DRD NO.: 1140MA-003**

15 July 2011

Schafer

**360D Quality Circle, Suite 450
Huntsville, AL 35806**

Document No: 11-L-003

The views, opinions, and findings contained in this report are those of the author(s) and should not be construed as an official U. S. Government position, policy, or decision, unless so designated by other official documentation.

Section	DRD Requirements Description
Section 1. Significant Accomplishments	1. Significant accomplishments of work performed, status of on-going activities, upcoming events and milestones, and outstanding issues that may impede performance or impact performance, schedule or cost for all PWS activities outlined in Attachment J-1.
Section 2. Major Actions and Milestones	2. Schedule of major actions and/or milestones to be performed for all PWS activities outlined in Attachment J-1.
Section 3. Technical Evaluation	3. Any other information that may assist the technical evaluators in evaluating the technical and administrative program such as technical results and recommendations, innovative processes, cost-reduction initiatives, etc.
Section 4. Performance Metrics	4. Performance metrics and a summary of incentive metrics for all PWS activities outlined in Attachment J-1.
Section 5: Quarterly Financial Data	5. Labor hours and corresponding WYEs expended in each Level III WBS task by sponsoring organization/customer, for the current months and cumulative months, showing overtime hours separately. Labor hours and corresponding WYE's shall also be broken down by prime contractor, teammates, and sub-contractors.
	6. Total dollars/cost actuals expended in each Level III WBS task by sponsoring organization/customer, for the current months and cumulative months. Total dollars and cost shall also be broken down by prime contractor, teammates, and sub-contractors. (a) Mission (including overtime) (b) IDIQ Task Orders
	7. Estimated (anticipated) dollars/cost needed through current Government Fiscal Year in each Level III WBS task by sponsoring organization/customer. (a) Mission (including overtime) (b) IDIQ Task Orders

Section 1. Significant Accomplishments

April-June 2011 Safety Statistics

- No lost-time injuries
- One recordable injury
- No close calls
- Completed 100% of all required safety visits
- Completed 100% of required safety briefings





Cumulative since contract start date (4/1/07)

- No lost-time injuries
- Two recordable injuries

**Cumulative work hours with no lost time since 4/01/07:
417,083.15**

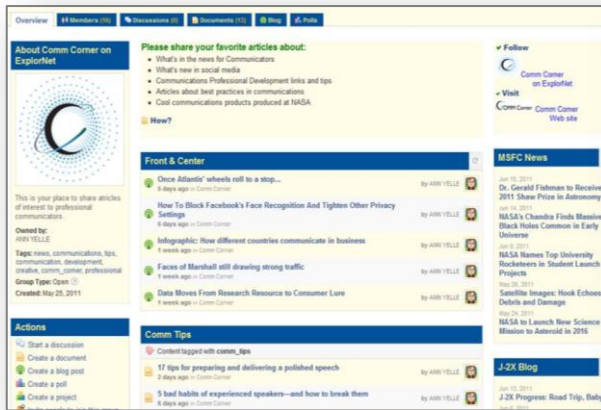
OSAC Communicator's Exchange

June 2, 2011

Topic	Presenters
<p>Shell Buckling <i>Testing for thinner skinned rockets</i></p>  <p>This past March, Marshall put the squeeze on a 20' tall, 27.5' wide cylinder. Designing a thinner, lighter rocket shell will allow for more payload room. Mike Roberts will explain the underlying knockdown factor research, what was learned during testing, and what's next.</p>	<p>2:00 Mike Roberts <i>Test Engineer, ET30</i></p>
<p>J-2X <i>Assembly and testing of a high performing, upper stage liquid fueled rocket engine</i></p>  <p>Assembly of J-2X Engine 10001 is complete and in full swing. Full-scale engine testing will begin in June. Thomas Byrd will provide an assembly update, as well as upcoming milestones.</p>	<p>2:30 Thomas Byrd <i>Deputy Manager Upper Stage Engine</i></p>

Comm Corner Updates – Moving to Drupal / ExplorNet

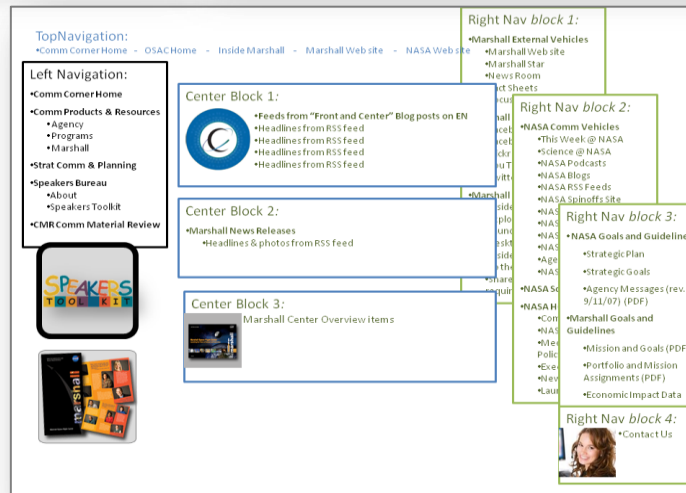
Created a **Comm Corner** presence on **ExplorNet**, opening up the Tips section and **“Front & Center”** to input from all CC-EN group members. Posted this change on Comm Corner and Front & Center.



**“What’s New” e-mails:
April and June, 2011**
*Note: No May issue – center
closed first two weeks of May.*



Presented **layout concept**
to CIO for Comm Corner site
on Drupal.



Exec Comm Support

Created four cover chart design concepts for **NIRPS** presentation



Assisted with graphics on charts for the Mission Support Council (the "Light Touch" presentation follow-up)



Economic Impact Brochure completed and delivered



Protocol Graphics Support

Electronic invitations for:

- Center Director's Breakfast



- JWST mirror viewing



Special Event Major Successes

Marshall Space Flight Center Event Highlights

Student Launch Initiatives activities



Marshall Exchange
Family Picnic



Earth Day





Worked with Ares Communication and Outreach lead, Bob Armstrong, to create a presentation to be given to the manager of Program, Planning and Control for the Space Launch System Program

United Nations Conference on The Peaceful Use of Outer Space Vienna, Austria



The Exhibits team researched and recommended model and artifact support for the United Nations Conference on The Peaceful Use of Outer Space. The team developed all graphics for this event.

International Space Development Conference (ISDC) Huntsville, Ala.



The Marshall Exhibits team supported ISDC with booth design, graphics, installation, and overall coordination representing the agency.

Rockets to Racecars



The "NASA Benefits Car" exhibit is a scale replica race car that shows the technology advancements space exploration has made available to the automobile and racing industries. The Exhibits team provided a custom paint job and built an all-in-one display stand/shipping crate.

Strawberry Festival and Detroit Science Center Troy, Ohio, and Detroit, Mich.



More than 1,600 Strawberry Festival supporters visited the Exploration Experience at Troy, Ohio, June 4-5, 2011.



International counselors from places such as Switzerland, Northern Ireland, and Kenya visited the Exploration Experience at the Detroit Science Center.

Day on the Hill Washington, D.C.



Congressional staff, NASA senior management, and the public toured NASA Exploration Systems Mission Directorate (ESMD) exhibit at Rayburn Building in Washington for “Day on the Hill” event. The NASA booth featured such Marshall exhibits as Robonaut 2, NASA’s Home & City exhibit, the five-screen exploration exhibit, and MMSEV and SEV models.

National Space Symposium Colorado Springs, Colo.



NASA's presence at NSS was led by Marshall's Exhibits program. A new structure was researched and procured to provide the greatest flexibility for large and small venues in the future. Booth layout and all graphics were produced by the Exhibits team, which also led coordination and installation at the event.

Goddard Community Days Greenbelt, Md.



The Exhibits team debuted the HQ PAO customer's two new inflatable domes. The 60-foot sun dome and 50-foot Saturn dome will be part of a new traveling exhibit, "NASA In Your Backyard." (The Earth dome is the property of another NASA center.)

Exploration Experience Trailer Updates



The walls of the front portion of the Exploration Experience trailer were redesigned, printed, and installed by the Exhibits team to reflect new ESMD messaging.

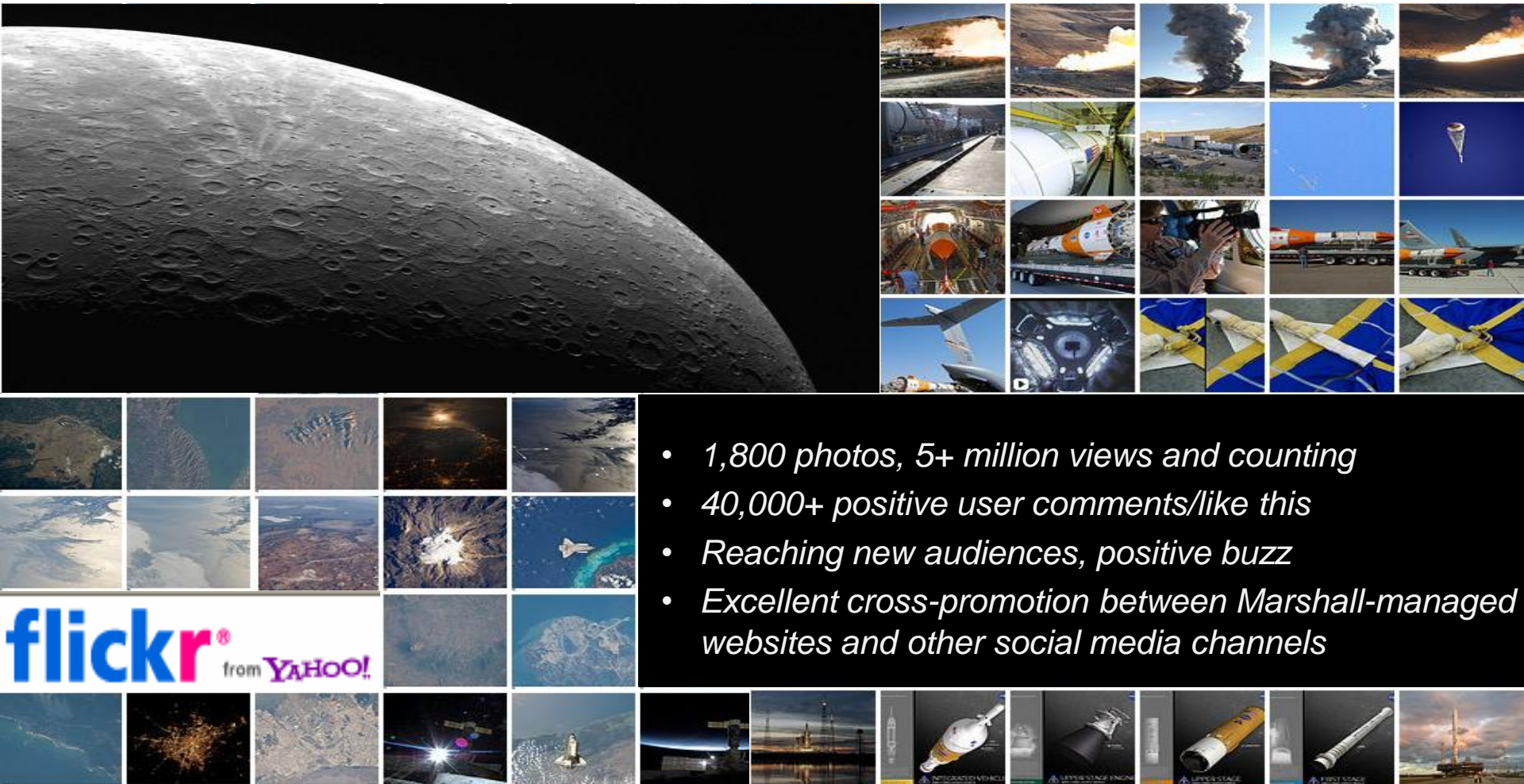
Shuttle Engineering Symposium Atlanta, Ga.



The Exhibits team debuted the “Shuttle Legacy” exhibit at the Shuttle Engineering Symposium June 6-8 in Atlanta. The exhibit was designed and built by the Marshall Exhibits team. NASA Administrator Charles Bolden toured the exhibit and made positive comments to Marshall Shuttle Program staffers.

Marshall Flickr: 5 Million Views!

During this quarter, Marshall's photos on Flickr passed 5 million views, with continued strong interest and support from our audience.



- *1,800 photos, 5+ million views and counting*
- *40,000+ positive user comments/like this*
- *Reaching new audiences, positive buzz*
- *Excellent cross-promotion between Marshall-managed websites and other social media channels*

Space Shuttle Launch Support Kennedy Space Center Press Site



Provided public affairs support at 16 shuttle launches at KSC since April 2007

- Staffed Marshall desk at KSC Press Site
- Researched and responded to reporter queries about shuttle propulsion systems
- Escorted national and international media
- Attended Space Shuttle Program meetings
- Arranged press conference for local news media with Marshall shuttle propulsion managers

Products:

Press kits

News releases/media advisories

Web blurbs

Point papers and RTQs

Marshall Star stories

Metrics That Matter: A Numerical Tale of Success!

Media, exhibits, employee com, public inquiries, History Office, FOIA – CS20 metrics add up.

FileMaker Pro - [Media Coverage Report (MSBRAV07)]

File Edit View Insert Format Records Scripts Window Help

News Release Log

Home New Entry Find 2010 Find in 2010 Print Entry
To Report Sort Find All 2009 Find in 2009 Close

Release	Type	Date	Writer	PAO	Title
10-122	Photo	9/21/2010	Boen	Stanfield	Photo: J2-X gas generator testing

Click to Enter Distribution

No. Outlets	1	Products	Program	Joint
		Photos VF LS Radio	Constellation	

Minority Min. Sup. Min. Category Enter Multiple Minority Here CPB Portal

Release	Type	Date	Writer	PAO	Title
10-121	Media Advisory	9/20/2010	Smith		

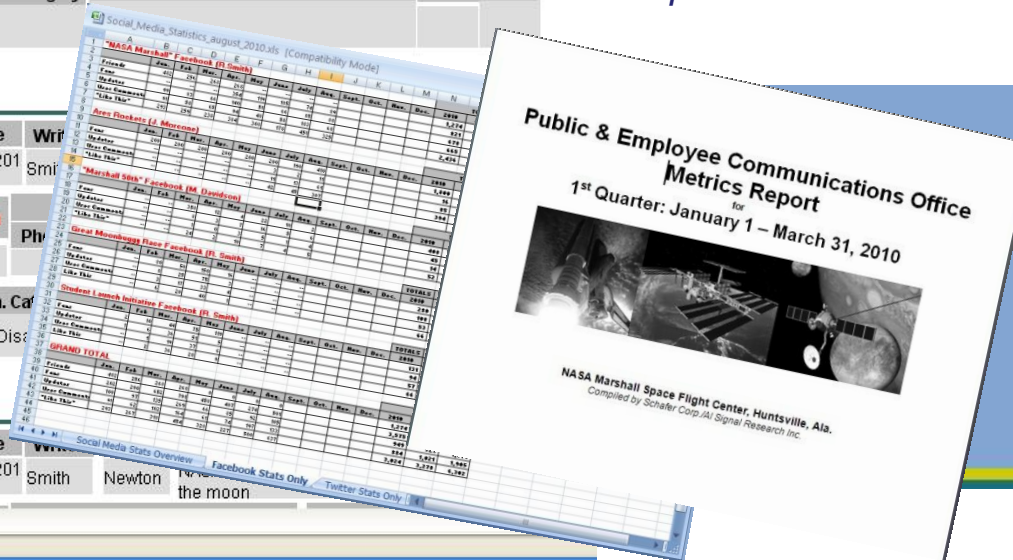
Click to Enter Distribution

No. Outlets	55	Products	Program	Joint

Minority Min. Sup. Min. Category Enter Multiple Minority Here CPB Portal

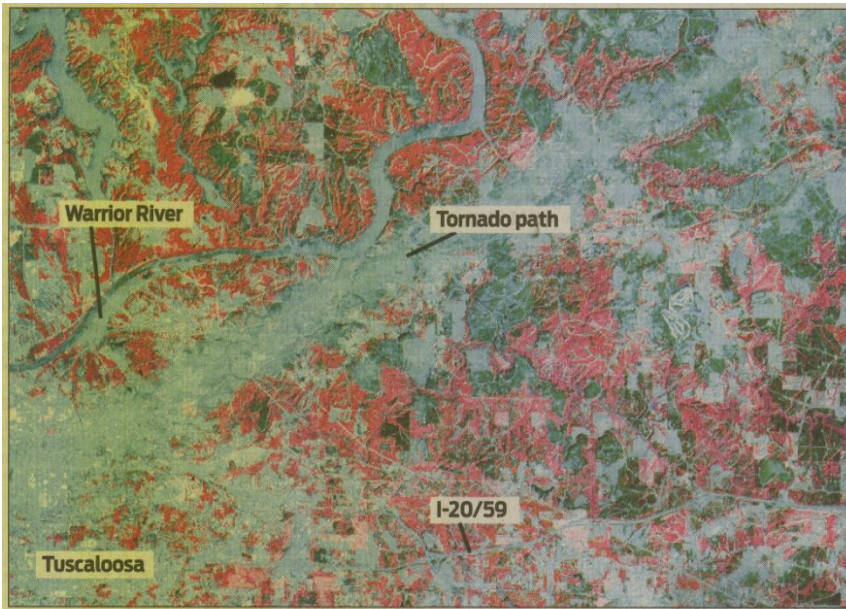
Release	Type	Date	Writer	PAO	Title
10-120	Media Advisory	9/16/2010	Smith	Newton	the moon

- Since 2009, national clips service Utah News Clips has provided daily media metrics data supporting quarterly and monthly reports to CS20 management.
- Eight additional metrics databases underpinning comprehensive quantitative/qualitative media reporting data date back to 1999 and beyond.
- State-of-the-art metrics track Internet and social media products, pages, and campaigns.
- Monthly, quarterly, and annual CS20 metrics reports draw on input from more than two-dozen CS20 personnel.



NEWSWORTHY
SINCE 1986

“Marshall In The News”



NASA satellite shows tornado's deadly path

**Thermal-imaging device
pictures to help officials
assess storm damage**

By Lee Roop
Times Staff Writer
lee.roop@htimes.com

From space, the April 27 tornado's path from Tuscaloosa to Birm-

ingham looks like someone laid a ruler on a map and went alongside it with a pencil eraser, removing everything along a wide, straight path.

Like a new highway straight out of Tuscaloosa, the NASA satellite image shows the storm skirting the Warrior River and missing Interstate 20/59, but laying down a damage path wider than either the river

or the interstate highway.

The image was taken May 4 – one week after the storm – by a thermal-imaging device aboard Terra, one of the satellites in NASA's Earth-observing satellite system.

The image was created at NASA's Marshall Space Flight Center in Huntsville by the Short-term Pre-

See PATH on A11

Marshall News Analysis

- During the quarter, 41 editions of “Marshall In The News” were produced with 438 stories related to Marshall programs, missions, and personnel. Coverage was featured in such media outlets as National Geographic, Popular Science, US News and World Report, The Wall Street Journal, and The Atlantic.
- TV coverage included such major markets as Los Angeles, Orlando, Chicago, and Cincinnati, as well as national cable channels CNN and The National Geographic Channel.
- Due to budget constraints, Marshall In The News ceased publication May 27, 2011.

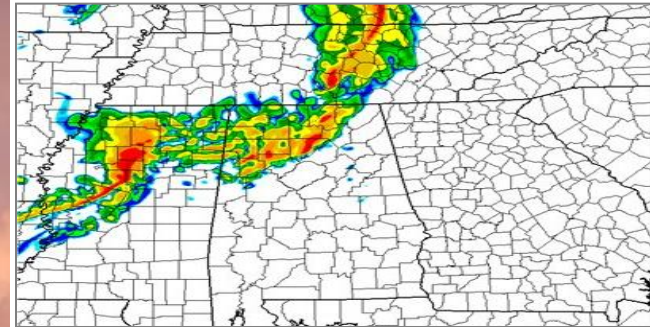


MARSHALL IN THE NEWS

FRIDAY, MAY 27, 2011

Terrible Tornadoes: Marshall Researchers Track Historic Storms

Deadly tornadoes swept the United States in the spring. Marshall scientists provided cutting-edge information about storm prediction and tracked the aftermath of the deadly storms via satellite.



- *Marshall-sponsored “Predicting Severe Weather” chat received 11,000+ views and hundreds of tweets and Facebook likes, answering questions from worldwide audience.*
- *SPoRT satellite imagery tracked tornados across hard-hit areas of Alabama and Missouri; images received 30,000+ views, hundreds of tweets and Facebook likes, and broad media exposure.*

International Space Station Science

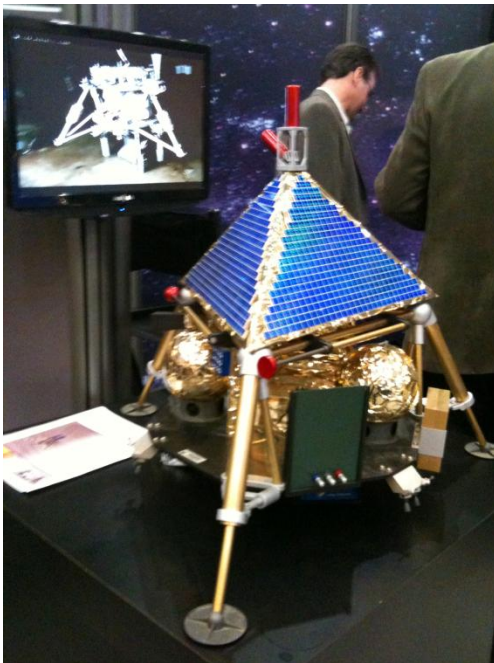
Provided public affairs support for the Expedition 24/25 International Space Station crew visit to Marshall April 11. Media outreach, including a media advisory and callouts, resulted in coverage of the event by the four local network affiliate stations, The *Huntsville Times* and the *Redstone Rocket* – coverage with equivalent ad value of more than \$8,200 and potential audience reach of more than 1.5 million viewers!



Lunar Quest Program Communications Support

Lunar Quest Outreach Support

- *Coordinated all education tours for NASA at the National Space Symposium in Colorado Springs (April 11-14). Presented an overview of Lunar Quest to teachers attending Space Academy at the U.S. Space & Rocket Center.*



VP Communications Support—April 2011

- Managed Dr. Jim Green visit to Marshall and Huntsville
 - Guest speaker at the Coalition for Space Exploration (Huntsville/Madison County Chamber of Commerce), ~38 attendees
 - Guest speaker at the Marshall Association luncheon, ~62 attendees
 - Co-lectured with Dr. Mike Brown (Pluto killer) at the “Pass the Torch” series, hosted by U.S. Space & Rocket Center (primarily middle/high school students, with NASA and general public), ~290 attendees
 - Arranged venue, Dr. Brown’s schedule, negotiated with Marshall Exchange to purchase books for book signing, coordinated A/V support, giveaways, and overall look and feel of event.



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Space Launch System (SLS)

- **Delivered multiple communication products:**
 - *SLS Program Plan* draft
 - NASA Congressional report input
 - SLS articles in the *Marshall Star*
 - Executive briefings
 - Todd May at Marshall Small Business Alliance
 - Garry Lyles at NASA Master's Forum
 - Todd May at Goddard Memorial Symposium
- **Developed *SLS Integrated Strategic Communications Plan*, white papers, briefings, and other collateral to convey OSAC's communications services and approach to SLS Program manager, deputy, and associate manager**
 - Received authority to form an SLS Phase A communications team
 - Communication Coordinator (1 WYE) FILLED
 - Technical writer (1 WYE) PENDING
 - Media specialist (1 WYE) PENDING
 - Research analyst (0.5 WYE) PENDING



Supporting Marshall's Largest Program

Significant Accomplishment Details by Organization

- **Program Management**

- Provided administrative and technical management for contract direction, control, and integration in all areas of OSAC Support Services contract.
- Provided guidance for development of Marshall Strategic Communication Plan and Roadmap meetings.
- Worked with Marshall Space Flight Center's Office of Procurement to renew the OSAC support services contract and associated IDIQ task orders:
 - NNM08AA13T Lunar Quest
 - NNM08AA14T Engineering Communications
 - NNM09AA94T RLLDP (Robotic Lunar Lander Development Program)
 - NNM10AA88T Ares Monograph
- Worked with Marshall procurement and OSAC customers to plan, coordinate, implement and execute the following IDIQ task orders:
 - NNM11AA61T SLS Communication Strategist
 - NNM11AA62T SERVIR Communication Strategist
 - NNM11AA63T B&P Technical Writer
- Coordinated and provided required verification and support to Marshall procurement in the development of contract modifications 58 - 60.
- Held monthly contract status meeting with OSAC Director, Deputy Director, CS10, CS20, and CS30 communication managers.
- Worked with Marshall procurement and OSAC executive management and communication management team to implement the Institutional Service Evaluation reductions.

- **Property Management**

- Processed more than \$170,000 worth of property with an Equipment Control Number (ECN).
- To ensure organization, security, and safety of customer outreach materials, built storage cage for OSAC Exhibits materials and reorganized publications warehouse (Bldg. 4466).
- Completed international shipping and customs requirements to support the Deep Space Network Visitor Center in Madrid, Spain.
- Received satisfactory analysis of contract's Property Control System. Recommended improvements for developing more accurate acquisition costs for contractor-manufactured property.
- To provide customers with better options for transport of exhibit property, researched and identified carriers that specialize in exhibit property transportation. Worked with two carriers that secured "GSA approved list" status.

- **Contract Management**

- The labor-only work order database was completed, enabling us to track labor requests, fully capture the requested task, and improve customer satisfaction.
- Estimated material budget was within half a percent of actual material cost.

- **Occupational Safety and Health**

- Annual building inspection of Bldg. 7214 warehouse with no findings.
- Safety certification on new inflatable domes (sun and Saturn).
- The safety specialist on the contract completed the OSHA 500 certification for General Construction and is now a certified OSHA outreach trainer.
- All SHE training assessments completed for 2011.
- Annual fire extinguisher training was completed for Model Shop employees.

▪ **Executive Communications**

- Continue to support leadership communication through communication planning and implementation of events and associated products (including all-hands presentations and talking points, leadership talking points, Q&As, etc.) for Marshall executives related to:
 - FY2011 budget situation and continuing resolutions
 - Three center teams (Institutional Services Evaluation, Technical Capabilities, and Workforce Planning)
 - Future center reorganization
- Managing Robin Henderson “Connecting with Women” roadshow program, including:
 - Developing remarks
 - Scheduling roadshows across the center
 - Attending each roadshow
 - Providing follow-up summaries and analysis of roadshow dialogue
- Developed numerous other executive communications products, including talking points, presentations, speeches, e-mail messages, and more for Marshall’s center director, special assistant to the center director, associate director, OSAC's director, and other Marshall executives supporting effective internal communication.

- **Executive Communications**

- Continue to support leadership communication through communication planning and implementation of events and associated products (including all-hands presentations and talking points, leadership talking points, Q&As, etc.) for Marshall executives related to:

- **Center Director, Robert Lightfoot**

- Center reorganization all-hands presentation and talking points
- Supervisor all-hands remarks
- Message from the center director on overarching ISE impacts
- Message from the center director regarding the last flight of Discovery
- Message from the center director regarding the 1-year CR
- Director's Corner (Marshall's successful spring)
- Director's Corner (shuttle edition)
- Tallulah Falls School student presentation
- "Launching Conversations" regarding shuttle thoughts from KSC (not given)
- Altair Hyperworks Conference
- 2011 NASA Facilities Engineering Conference
- Message to employees regarding tornado/storm shutdown
- All-hands meeting regarding tornado/storm shutdown
- "Director's Corner" regarding tornado/storm shutdown
- NASA Mission Support Council
- Tennessee Valley NASA Advisory Committee
- Marshall Family Picnic
- NASA Day on the Hill
- Potential government shutdown e-mails
- Center director future speech themes

- **Deputy Center Director, Gene Goldman**
 - INSPIRES competition remarks
 - Marshall summer college students welcome
 - Marshall Retirees Association
 - National Solar Observatory
 - Swedish National Space Board and Volvo center visit
 - Silver Snoopy awards remarks/intro of astronauts
- **Associate Center Director, Robin Henderson**
 - Legal Leadership Treetop meeting presentation
 - Supervisor refresher course remarks
 - Nine Connecting with Women sessions (attended, summarized discussion)
- **Other Executives**
 - Transition Team meeting agenda – Bobby Watkins
 - Overarching center transition comm plan – Bobby Watkins
 - OSAC ISE impacts charts for IMSB – Bobby Watkins
 - HBCU talking points – Bobby Watkins
 - Masters Leadership welcome – Bobby Watkins
 - Potential talking points for Rep. Mo Brooks for Small Business Alliance
 - Robert Lightfoot introduction – Byron Butler

- **Strategic Research and Analysis**

- OSAC Services POC listing – updated content and consolidated functions to better present a high-level representation of OSAC POCs.
- June Comm Exchange – coordinated and hosted two project presentations with subject matter experts. Mike Roberts presented the shell buckling technology and Thomas Byrd presented the J-2X engine.
- Stakeholder research – produced more than 16 stakeholder biographies in support of the two highly strategic center activities, the Center Directors Day on the Hill and the National Institute for Rocket Propulsion Systems (NIRPS).
- Policy Research – produced a one-page briefing on corporate governance to increase knowledge and understanding of how corporate boards address internal controls.
- Monitored key NASA Congressional hearings and communicated outcomes and key themes in a topical InSight.
- Managed and curated CS10's social bookmarking page to improve key OSAC customer's access to situational awareness.

- **Communication Strategy, Planning, and Message Management**

- Institutional Services Evaluation Communications Plan – developed the integrated internal plan for communicating institutional and budget cutbacks to employees. Specifically, the following components were developed for the plan: message development, identification of communication activities and timeline, and talking points.
- Diversity and Inclusion Communications Plan – providing ongoing support to the initiative by delivering the following products:
 - Communications plan and activities timeline
 - Final roadshow PowerPoint presentation for SES delivery to organizations across the center (work on the PowerPoint included edits and integration of edits from various SES team members)
 - Communications training package for distribution to management, supervisors, and team leads (training package is the culmination of six separate SES presentations)
 - Roadshow survey intended to measure message reception following each SES presentation
- Diversity and Inclusion video team support – providing ongoing communications support to OHC's video team in selecting presenters, reviewing video content, and analyzing survey data to make improvements.

- **B&P Proposal Development**

- Attended development meetings for SODDAT Technology Demonstration Mission (TDM) Proposal and began drafting/formatting proposal. Team decided to withdraw and pursue different opportunity.
- Formatted and edited FlexCraft TDM Proposal, which was submitted June 24.

- **Media**

- Working with public affairs management, reorganized the functions and responsibilities of CS20 media operations as the result of institutional funding reductions. Implemented changes in responsibilities June 1, realigning tasks and duties between contractor and civil service personnel. As part of this reorganization, researched processes and procedures for many of the CS20 functions, and implemented sweeping review and update of all CS20 media processes. Reorganized and updated all procedures stored on the CS20 server for use by contractors and civil servants.
- Supported Expedition 24/25 International Space Station crew visit April 11. Wrote media advisory and *Marshall Star* article. Escorted media including Ch. 19, Ch. 48, and Ch.31 television stations and the *Huntsville Times*.
- Provided public affairs support for space shuttle launch at Kennedy Space Center press site for STS-134 launch in May; staffed Marshall Center desk; researched and responded to reporter queries about shuttle propulsion elements; scheduled and monitored media interviews with Marshall shuttle propulsion managers; and attended Space Shuttle Program meetings.
- Provided comprehensive Q1-2011 media support for 17th annual NASA Great Moonbuggy Race (April 1-2). Conducted team interviews; escorted media; and performed real-time coverage of the races, a special Lunar Roving Vehicle 40th Anniversary Celebration, and awards ceremony via Twitter, the "Buggy Blog," and UStream. Coverage resulted in more than 35 print, television, and Web news stories worldwide, including on-scene reporting by the National Geographic Channel, Travel Channel, Speed Channel's "Gearz" series and Alabama Public Television. News reports appeared on Space.com, PopularMechanics.com, India Times.com, RedOrbit.com, Celebrate-Huntsville.com, Time Warner Cable, and Major League Baseball. More than 16,000 Web viewers watched live race coverage via UStream; hundreds more visited Twitter to receive an average of 150 messages during each day of the race.

- **Media**

- Provided comprehensive Q1-2011 media support for the 10th annual NASA Student Launch Projects rocketry challenge April 15-17 in North Alabama. Conducted team interviews, escorted media, and supported real-time event coverage via UStream and Twitter. Five media products distributed before and after the event, including a final release in early June in which NASA named the 2011 university champion, resulted in more than a dozen print, television, and Web news reports in the Huntsville area and markets in Texas, Utah, and Virginia. More than 46,000 Web viewers watched rockets fly April 17 via UStream, and hundreds more received 255 real-time Tweets during the weekend events.
- Supported the March 24 NASA administrator's visit with media products and escort duties. Administrator Charles Bolden presented Marshall Center Director Robert Lightfoot and Small Business Specialist David Brock with the NASA Small Business Administrator's Cup award. News stories appeared in the *Huntsville Times* and HuntsvilleNewswire.com and on WLRH-FM radio and all local television stations.
- Researched, wrote, coordinated, and assisted with distribution of a release June 16 announcing that Marshall's Dr. Gerald Fishman received the 2011 Shaw Prize in Astronomy for which he will share a \$1 million award.
- Prepared 41 editions of *Marshall In The News* clips packages with 438 stories. Major outlets included *Popular Science*, *PC World*, *National Geographic*, *The Atlantic*, *The Wall Street Journal*, *New York Times*, and *US News and World Report*. Television coverage included outlets in Chicago, Orlando, New Orleans, Tulsa, and Buffalo, and national cable channels CNN and the National Geographic Channel.
- Provided public affairs support for the Michoud Assembly Facility; maintained Michoud media website and edited/posted three editions of *Michoud Messenger* employee newsletter.
- Provided media support for STS-133 crew visit (4/19/11), Earth Day (4/21/11), NASA Rocketry Challenge (5/16), and Asian Pacific Awareness Heritage month event (5/24/11).

- **Model Making**

- Completed major model repairs on two Chandra models for the Science Programs and Projects Office at Marshall.
- Completed and delivered five 1:72 scale External Tank with transporter models for the Shuttle customer..

- **Social Media**

- Managed dramatic growth for Marshall's Flickr photo pages (<http://www.flickr.com/photos/28634332@N05/>). Marshall's Flickr account has achieved a cumulative total of more than 5 million views, 40,000+ positive user comments, and 7,750+ friends/fans.
- Continued expansion of Marshall's Facebook presence (<http://www.facebook.com/nasa.marshall>) with a steady, 5,000-strong friend list on the primary page and nearly 3,700 fans on the business page (<http://www.facebook.com/nasamarshallcenter>). Posted more than 350 news items, photos, and links, resulting in some 450 user comments and more than 2,200 "Like This" approvals.
- Expansion of Marshall's education competition pages on Facebook for the NASA Great Moonbuggy Race (<http://www.facebook.com/moonbuggyrace>) and the NASA Student Launch Projects (<http://www.facebook.com/nasastudentlaunch>), which have a combined friend count of nearly 800 students, educators, media, and space enthusiasts.
- Continued expansion of Marshall's official Twitter presence (http://twitter.com/NASA_Marshall) with nearly 13,700 followers – an increase of nearly 2,300 in Q2-2011. Posted more than 130 Tweets and more than 100 reTweets during the reporting period.

- **Employee Communications**

- Provided internal communication support for the NASA Great Moonbuggy Race, NASA Student Launch Projects, Lunar Roving Vehicle 40th Anniversary Celebration, Marshall Small Business Alliance meeting, and Take Our Children to Work Day.
- Researched, wrote, and coordinated 15 *Marshall Star* news stories about the Space Shuttle Program.
- Completed a 12-page special edition of the *Marshall Star* (4/14/11) honoring the shuttle's 30 years of service.
- Prepared three articles for To the Point editions for June/July.
- Continued to support the OSAC Integrated Strategic Communications Roadmap Team.
- Provided internal communications support for a number of Marshall activities including the 2011 Great Moonbuggy Race (4/1-2/11), Expedition 24/25 crew visit (4/11), STS-133 crew visit (4/19/11), Earth Day (4/21/11), key personnel announcement, center director all-hands meetings (4/5/11 and 5/19/11), Asian Pacific Heritage Month event (5/24/11), employee picnic (6/4/11), Take Our Children To Work Day (6/9/11).
- Provided weekly editions of the Marshall employee newsletter, the *Marshall Star* from April through June.
- Provided daily Heads Up employee message to Marshall workforce in April and May.
- Provided daily Inside Marshall Today messages on Inside Marshall in April and May.
- Maintained Marshall E-TV slides for centerwide viewing in April and May.
- Provided daily editions of the Daily Planet in April and May.
- Maintained Intercom e-mail account in April and May.
- Coordinated with OSAC communications managers to post the Question of the Week on the MSFC Happenings page on ExplorNet and monitored MSFC Happenings page for content and trends.
- Developed how-to guidelines and processes for all employee communications support functions.

- **Exhibits**

- Exhibits team designed and built, researched and secured artifacts, and developed graphics to complete Shuttle Legacy exhibit, which debuted at the Shuttle Engineering Symposium at Georgia Institute of Technology.
- Recommended and installed exhibit highlighting Marshall Capabilities for the NASA 2011 Facility, Engineering, and Real Property Conference in Nashville at the request of Center Operations, and at the 2011 Tennessee Valley Corridor National Summit in Chattanooga for External Relations.
- Supported exhibits for Alabama Council for Technology Education competition and Space Launch Initiative Rocket Fair and Launch for Academic Affairs Office.
- Supported exhibits for Armed Forces Week Celebration and for Ardmore Tourism Day in Ardmore, Tenn.
- Outreach integration lead completed NASA Lean Six Sigma greenbelt certification to apply Lean principles and Six Sigma methodology to exhibit projects and work areas.

- **ESMD Outreach**

- Designed and built “Rockets 2 Racecars” exhibit (formerly NASA NASCAR display), providing interactive video of NASA’s contributions to the automotive industry.
- Designed and built five-screen exhibit featuring video for Exploration Experience traveling exhibit and the Exploration Experience pavilion; exhibit designed to reduce operations cost and increase the number of potential venues that can host the exhibit.
- Designed and installed new interior walls for the Exploration Experience traveling exhibit highlighting International Space Station (ISS) accomplishments and delivering a compelling visual message about the vital role ISS plays in NASA’s plans.
- Planned and executed Exploration Systems Mission Directorate support at NASA Day on the Hill in Washington, and at the annual Odyssey of the Mind Finals at the University of Maryland in College Park; reached significant NASA and ESMD stakeholders.
- Finalized Exploration Experience traveling exhibit schedule for remainder of FY11; developed operations procedures (document management and skill assessment) for the ESMD trailer outreach program.

- **HQ OCP Outreach**

- Supported the 27th National Space Symposium in Colorado Springs, providing exhibit material, structure, graphics, financial management, coordination, and labor supervision for the booth, which featured 16 program and project offices, NASA field centers, and HQ Mission Support directorates.
- Researched and recommended model and artifact support and developed all graphics for the United Nations Conference on the Peaceful Use of Outer Space in Vienna, Austria.
- Supported Goddard Community Days at Goddard Space Flight Center in Greenbelt, Md., with the 50- and 60-foot inflatable domes that will become a part of the NASA's traveling Visitor Center outreach program.
- Completed GeoDome Planetarium training to learn installation, operation, function, and dismantle of the planetarium, which will become a part of the NASA's traveling Visitor Center outreach program.
- Developed all graphics, organized layout, and installed exhibits for the National Space Society's International Space Development Conference in Huntsville.

- **Aero Outreach (Kimberlee Buter)**

- Supported the Punta Gorda, Fla., Air Show.
- Supported Andres Air Force Base Joint Services Open House in Suitland, Md.

- **Event Coordination**

- Outside of his OSAC job, Bart Leahy chaired the 2011 International Space Development Conference (ISDC), which hosted 857 attendees at Von Braun Center May 18-22. This event required coordination with CS20 (Exhibits) and CS30 (Tours). Several OSAC civil servants and contractors volunteered to help manage registration, staff the NASA booth, and assist with conference operations.

- **S&MS Direct Support**

- Managed visit by Dr. Jim Green, director of Planetary Science/HQ SMD, and Dr. Mike Brown, professor, Planetary Astronomy, California Institute of Technology (and Pluto killer) to Marshall and Huntsville. Events included:
 - Coalition for Space Exploration (Huntsville/Madison County Chamber of Commerce) – 38 attendees
 - Marshall Association luncheon – 62 attendees
 - “Pass the Torch” series hosted by US Space & Rocket Center (primarily middle/high school students, with NASA and general public) – 290 attendees
- Planned Goddard Center Director Rob Strain visit to Marshall to view the arrival and loading of JWST mirrors, in addition to conducting a business development meeting with Robert Lightfoot, Dan Schumacher and Corky Clinton.
- Developed agenda, coordinated and prepped 30+ presenters and SMEs, and managed visit logistics for Marshall visit by Preston Carter, director of Game Changing Technology/OCT.
- Coordinated Marshall capabilities slideshow for Team Huntsville’s down-select presentation in Tucson to the National Solar Observatory. Representing Marshall were Gene Goldman, Dr. Corky Clinton, Dr. Jonathan Cirtain, and Dr. Amy Weinbarger.
- Handled writing, editing, and extensive tabletop review of DOFF Formation Flyer OCT proposal.
- Wrote eight stories for Science@NASA (<http://science.nasa.gov/science-news/science-at-nasa/>).

- **Planetary Science Division (PSD) Direct Support**

- Composed two executive journal entries for SMD/Planetary Science Division director, Dr. James Green (www.solarsystem.nasa.gov)
- Continued development, at the request of Dr. Jim Adams, of a milestone publication timeline for writing, editing, review, and publication for a Planetary Science book.

- **NNM08AA13T – Lunar Quest (formerly LPRP)**

- Coordinated and led education tours of NASA booth at National Space Symposium in Colorado Springs (April 11-14); staffed Lunar Quest and Robotic Lander exhibit which contained a model of the lander and a Lunar Quest animation.
- Completed 22 poster designs in coordination with Education/Public Outreach lead and graphic designer for Lunar Quest/Discovery New Frontiers Programs.
- Developed 2010 Annual Report and submitted to Lunar Quest Program in May.
- Worked with U.S. Space & Rocket Center to plan presentations for teachers attending Space Academy (seven presentations in June, July, and August).
- Continued content updates on Lunar Quest website at www.nasa.gov/lunarquest; page views for January- March 2011 reached 160,000.

- **NNM09AA94T – Robotic Lunar Lander Development Program (RLLDP, formerly ILN)**
 - As part of ongoing educational public outreach, coordinated and staffed Robotic Lander exhibit at National Space Symposium in Colorado Springs and International Space Development Conference in Huntsville.
 - Coordinated RLL test model and video to be exhibited in lobby of Bldg. 4200.
 - Worked with Marshall TV and PAO to finalize and release lander video made by RLL engineers.
 - Met with Marshall PAO to discuss robotic lander image issues and discuss a move-forward plan for media relations.
 - Worked with the test bed team to determine opportunities for photography and video of prototype tests.

Section 1a. Ongoing Tasks

- **Program Management**
 - Continue development and implementation of the Labor Only Work Order system
 - Continue to develop and coordinate a pooled Technical Writer Pool with OSAC management
- **Property Management**
 - Developing visual controls for workplace organization and inventory management of customer outreach materials in publications warehouse (Bldg. 4466).
- **Contract Management**
 - Currently working on streamlining the labor-only work order database and developing a more automated approval system to track labor requests and improve customer satisfaction.
- **Occupational Safety and Health**
 - Awaiting installation of new vacuum form machine.

- **Executive Communications**

- Provide ongoing support of executive events, speaking engagements, and outreach activities.
- Continue supporting communication planning and development of products for key Marshall initiatives, including budget status, three center teams, Institutional Services Evaluation impacts, and future center reorganization.
- Continue to support Robin Henderson “Connecting with Women” roadshows.

- **Strategic Research and Analysis**

- Develop audience survey to be conducted during Center Director’s Breakfast on July 26; manage data analysis and presentation of data after the event.
- Finalize measurement and reporting of center director’s budget all-hands meeting and the Great Moonbuggy Race.
- Develop comm plan for National Institute of Rocket Propulsion Systems (NIRPS), including introduction of NIRPS, activity timeline and schedule, and key messages.

- **Communication Strategy, Planning, and Message Management**

- Develop key messages for Center Director’s Breakfast.

- **Media**

- Provide public affairs support for writing feature stories about science experiments being carried to the International Space Station by STS-134 and STS-135.
- Develop a new mission Web page for Space Launch Systems.
- Develop new Web presence for Centennial Challenge.
- Develop a significant new “humanitarian” section for Space Station Research website.
- Conduct a series of after-hours and “Up All Night” Web chats to showcase Marshall capabilities, missions, and research.
- Continue to develop content for Marshall’s social media outlets including Facebook, Twitter, and Flickr.
- Launching comprehensive content overhaul of NASA Marshall News Center and Portal presence, in tandem with CS10 and CS30; project to be completed Aug. 1, 2011.
- Provide public affairs support at the remaining space shuttle launch at Kennedy Space Center press site, including staffing the Marshall desk, escorting media, researching media inquiries about shuttle propulsion hardware, *Marshall Star* stories (including a special edition to mark the end of the Shuttle Program), Web features, and participation in program-level meetings and shuttle public affairs planning telecons.

- **Employee Communications**

- Produce June/July issues of *To the Point*.
- Produce weekly editions of *Marshall Star*.

- **Exhibits**

- Update Visitor Center changes at U.S. Space & Rocket Center.
- Install Great Nations Dare exhibit at U.S. Space & Rocket Center.

- **ESMD Outreach**

- Research and schedule “Rockets 2 Racecars” exhibit for NASCAR museums and other racing industry venues.
- Plan and execute Exploration Experience traveling exhibit outreach in Michigan (Battlecreek and Wausau), Indiana (Muncie and Fort Wayne), Ohio (Columbus), and Illinois (Joliet and Aurora).
- Continue skill assessment and training for Exploration Experience traveling exhibit.
- Build new computers for Exploration Experience pavilion.

- **HQ OCP Outreach**

- Plan One NASA outreach support at the 2011 International Astronautical Congress in Cape Town, South Africa.

- **Aero Outreach (Kimberlee Buter)**

- Support Academy of Model Aeronautics in Muncie, Ind.

CS30 Support Direct Customer Support

- **S&MS Direct Support**

- Planning Marshall/National Weather Service/U.S. Space & Rocket Center “Pass The Torch” lecture July 27, focusing on tornado outbreaks. NWS data, storm tracking, timelines, tornado ratings and path, and overview of the three tornado events of April 27 for the general public.

- **Planetary Science Division (PSD) Direct Support**

- Still waiting for feedback on draft Q&As before continuing to work on the Q&A section of the solarsystem.nasa.gov website, at the request of SMD/Planetary Science Division director.
- Developing a Planetary Science book.

- **Space Launch Systems (SLS) Direct Support**

- Writing talking points and coordinating with Protocol for astronaut candidate visit.
- Developing briefing and coordinating with UAHuntsville in preparation for NASA/Army Systems and Software Conference.
- Coordinating with AIAA and developing multiple briefings for AIAA Space 2011.
- Coordinating with SLS executives and developing briefing for Insight/Oversight Rollout.

- **NNM08AA13T – Lunar Quest (formerly LPRP)**
 - The Lunar Quest Program Office has asked for a suite of presentations they can pull from for a variety of audiences. Because of changes in personnel, this project has been extended.
- **NNM09AA94T – Robotic Lunar Lander Development Program (RLLDP, formerly ILN)**
 - Staff Robotic Lunar Lander exhibit at National Space Symposium (April 11-15, Colorado Springs).
 - Continue working with PAO to issue news/photo releases based on robotic prototype test schedule.
 - Develop social media outreach products for RLLDP, including Facebook page and internal (possibly external) blog.

Outstanding Issues That May Impact Performance, Schedule, or Cost

- **Program Management**
 - There are no issues impacting performance, schedule or cost at this point.
- **ESMD Outreach**
 - Merger of Exploration Systems and Space Operations Mission Directorate may impact exhibits outreach focus and funding.
- **S&MS Direct Support**
 - The current federal budget issues and Marshall Center institutional funding priorities continue to be a concern for the S&MS communications team.
- **Space Launch Systems (SLS) Direct Support**
 - OSAC has been given authority to form a 3.5 WYE com team in the July-Aug timeframe.
 - The SLS Program needs to integrate with HQ, Marshall, Multipurpose Crew Vehicle, and Ground Operations Programs. The team will be challenged to create a communication system that is easy to use and responsive to a dynamic environment.
- **NNM08AA13T – Lunar Quest (Formerly LPRP)**
 - Lunar Quest is a newly formed program and the messaging and direction of outreach efforts are in development.
- **NNM08AA14T – Engineering Communications**
 - Engineering needs direct communications support for communications planning, integration, and implementation. This position was abolished during the ISE process.

Section 2. Major Actions and Milestones

Major Actions

CS10 (Major Actions)		Start Date	End Date
Measurement of communication performance during Center Director's Breakfast; includes audience survey and message dissemination		07/11	08/11
National Institute of Rocket Propulsion Systems (NIRPS) Communications Plan (dates subject to change based on official rollout of NIRPS)		06/11	07/26/11
Robin Henderson "Connecting with Women" roadshows		3/11	8/11
Lightfoot – Director's Corner – monthly or as needed		7/11	10/11
Lightfoot-Launching Conversations – as needed		7/11	10/11
Lightfoot – supervisors all-hands meeting – periodically		7/1	10/11
CS20 (Major Actions)		Start Date	End Date
Develop new Web mission Web page for Space Launch Systems		7/11	9/11
Develop new Web presence for Centennial Challenge		7/11	9/11
Develop significant new "humanitarian" section for Space Station Research website		4/11	9/11
Launch of space shuttle Atlantis on STS-135 mission (NET 7/8/2011)		6/11	8/11
Develop visual controls for workspace organization in Bldg. 4466		6/11	9/11
Install "Great Nations Dare" exhibit at U.S. Space & Rocket Center		7/11	7/11
CS30 (Major Actions)		Start Date	End Date
Todd May at NASA/Army Systems and Software Conference		7/1/11	7/26/11
SLS Panel at AIAA Space 2011		7/1/11	9/27/11

Section 3. Technical Evaluation

- **Program Management**

- Built secure storage cage and reorganized publications warehouse (Bldg. 4466) to ensure organization, security, and safety of customer outreach materials.

- **Contract Management**

- Continued to take advantage of various sales and early discount deadlines when procuring goods and services.
- Worked with the alternate COTR to provide better support in the work order system and financial reporting areas.

- **ESMD Outreach**

- Designed and built five-screen exhibit featuring video for Exploration Experience traveling exhibit and the Exploration Experience pavilion; exhibit designed to reduce operations cost and increase the number of potential venues that can host the exhibit.

- **Exhibits**

- Designed and completed Shuttle Legacy traveling exhibit, which captures the historical significance of the Shuttle Program. The design provides a variety of layout options to increase the number of potential venues for the exhibit.

- **Model Making**

- Completed major model repairs on two Chandra models for the Science Programs and Projects Office at Marshall.

- **HQ OCP Outreach**

- Provided exhibit material, structure, graphics, financial management, coordination and labor supervision for the National Space Symposium (NSS) booth that featured 16 program and project offices, NASA field centers, and HQ Mission Support directorates. Exhibit outreach at NSS may be benchmarked for Marshall Business Development opportunities.

- **Center Collateral Development**

- Used ExplorNet to generate Center Overview cover slide ideas from across the center, with input from EV93, ER51, VP01, ER52, IS30, and CS30 and will likely use a combination of the submitted ideas.

- **Space Launch Systems (SLS) Direct Support**

- Suggested a phased approach to communications to directly link communication goals with SLS goals, consider resource-constrained priorities, and provide services that are in sync with major milestones.

- **NNM08AA13T – Lunar Quest (formerly LPRP)**

- Continue to provide the Lunar Quest education/public outreach customer with a high level of service.

- **NNM08AA14T – Engineering Communications**

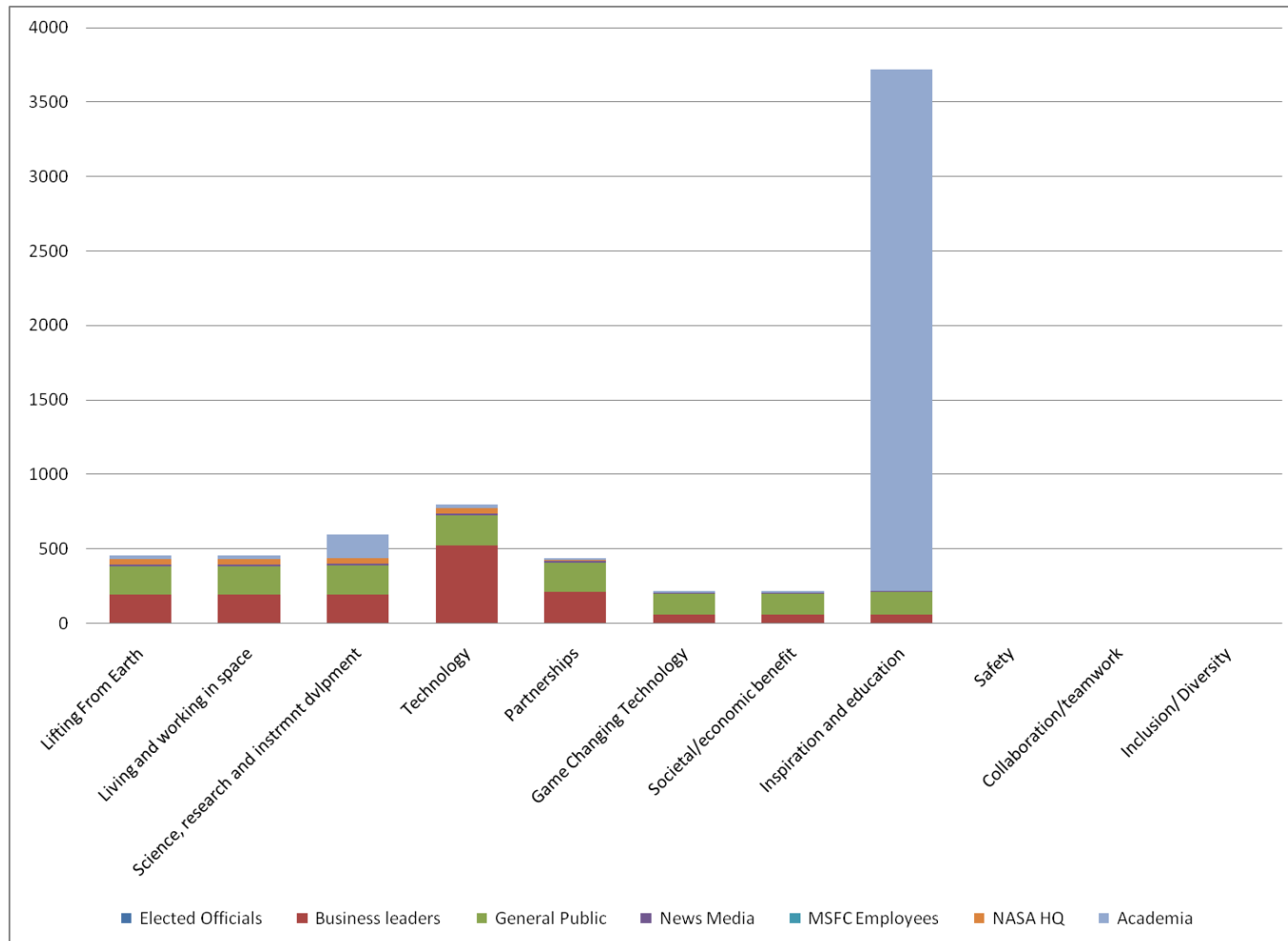
- Engineering needs direct communications support for communications planning, integration, and implementation. This position was abolished during the ISE process. This may be a future opportunity.

Section 4. Performance Metrics

- **Occupational Safety and Health**
 - No lost time injuries.
 - One recordable injury.
 - Completed 100 percent of all required safety visits.
 - Completed 100 percent of required safety briefings.

Stakeholder's Opportunity to See and Hear Marshall's Message

Over 3500 Students, From Local And Nearby Communities, Had An Opportunity To Hear Marshall's Inspiration And Educational Messages



Quarterly Financial Information

- Quarterly financial information for Data Requirements Description (DRD) 1130MA-003, Quarterly Technical Progress Report is located in backup data provided with Data Requirements Description (DRD) 1140MA-002, Financial Management Report (533Q) dated July 15, 2011.